

What is claimed is:

1. An article information providing system, comprising:

a portable terminal to which an information demander inputs a desire for an article as demand information, and receiving information
5 corresponding to said demand information from an information provider;

a mediate apparatus provided with: registration means for previously registering each information provider and a keyword so as to allow the information and the keyword to correspond to each other; retrieval means for retrieving said keyword from said demand information;
10 delivery destination determination means for determining said information provider as a delivery destination of said demand information, said information provider being registered in said registration means while corresponding to the keyword when the keyword is retrieved from the demand information; and transmission means for transmitting information
15 to said information demander, the information being provided from the information provider determined by said delivery destination determination means and corresponding to said demand information.

2. A mediate apparatus for mediating demand information to an information provider, the demand information being input to a portable
20 terminal with regard to an article by an information demander, comprising:

registration means for previously registering each information provider and a keyword so as to allow the information and the keyword to correspond to each other;

retrieval means for retrieving said keyword from said demand
25 information;

delivery destination determination means for determining said information provider as a delivery destination of said demand information, said information provider being registered in said registration means while corresponding to the keyword when said keyword is retrieved from the
30 demand information; and

transmission means for transmitting information to said information demander, the information being provided from the information provider determined by said delivery destination determination means and corresponding to said demand information.

3. The mediate apparatus according to claim 2,

wherein said mediate apparatus is included in a computer system operating as a server and comprises demand information reception means for receiving said demand information.

4. The mediate apparatus according to claim 2, further comprising:

provided information reception means for receiving information, the information being provided from the information provider determined by said delivery destination determination means and corresponding to said demand information.

5. A portable terminal used by an information demander when obtaining article information provided by an information provider via a mediate apparatus comprising:

an interface section to which the information demander inputs a desire for an article as demand information potentially including a keyword, and from which the information demander outputs information provided from said information provider and corresponding to said demand information.

6. The portable terminal according to claim 5,

wherein said interface section is at least one of a browser, a home page and a portal site.

7. A providing method of article information, comprising the steps of:

registering each information provider and a keyword previously so as to allow the information and the keyword to correspond to each other;

urging an information demander to input a desire for an article to a portable terminal as demand information potentially including a keyword;

receiving said demand information;

retrieving said keyword from said demand information;

determining the information provider as a delivery destination of said demand information, the information provider being registered while corresponding to the keyword when said keyword is retrieved;

receiving information provided from said information provider and corresponding to said demand article information; and

transmitting said provided information received by said provided information reception means to said information demander.

8. A method, in which an information demander obtains article information from an information provider via a mediate apparatus, comprising the steps

of:

inputting a desire for an article to a portable terminal as demand information potentially including a keyword by the information demander; and

5 receiving information from said information provider, the information being provided from the information provider and corresponding to said demand information.

9. The mediate apparatus according to claim 8,

10 wherein said demand information is at least one of character information, image information and voice information.

10. The mediate apparatus according to claim 8,

wherein said demand information is transmitted to said mediate apparatus together with terminal identification information.

11. The mediate apparatus according to claim 10,

15 wherein said terminal identification information is at least one of a telephone number, a mail address and an account (a user ID).

12. A recording medium readable by a computer providing article information, comprising the steps of:

20 registering each information provider and a keyword previously so as to allow the information and the keyword to correspond to each other;

urging an information demander to input a desire for an article to a portable terminal as demand information potentially including a keyword;

receiving said demand information;

retrieving said keyword from said demand information;

25 determining the information provider as a delivery destination of said demand information, the information provider being registered while corresponding to said keyword when said keyword is retrieved;

receiving information corresponding to said demand information and provided from said information provider; and

30 transmitting the information to said information demander, the information being provided from said information provider and corresponding to said demand information.

13. A computer-readable recording medium used by an information demander when obtaining article information from an information provider
35 via a mediate apparatus,

wherein the computer-readable recording medium is recorded with an article information transmission/reception program for executing: a step of inputting a desire for an article to a portable terminal as demand information potentially including a keyword by an information demander; and a step of receiving provided information from the information provider, the provided information being provided from said information provider and corresponding to said demand information.

14. The mediate apparatus according to claim 13,

wherein said demand information is at least one of character information, image information and voice information.

15. The mediate apparatus according to claim 13,

wherein said demand information is transmitted to said mediate apparatus together with terminal identification information.

16. The mediate apparatus according to claim 15,

wherein said terminal identification information is at least one of a telephone number, a mail address and an account (a user ID).

17. A computer-program for providing article information, causing a computer to execute the steps of:

registering each information provider and a keyword previously so as to allow the information and the keyword to correspond to each other;

receiving demand information;

urging an information demander to input a desire for an article to a portable terminal as demand information ;

retrieving said keyword from said demand information;

determining the information provider as a delivery destination of said demand information, the information provider being registered while corresponding to said keyword when said keyword is retrieved;

receiving information provided from said information provider and corresponding to said demand information; and

transmitting the provided information to said information demander, the provided information being provided from said information provider and corresponding to said demand information.

18. An article information transmission/reception program used by an information demander when obtaining article information from an information provider via a mediate apparatus, causing a computer to

execute the steps of:

inputting a desire for an article to a portable terminal as demand information potentially including a keyword by the information demander; and

5 receiving provided information from the information provider, the provided information being provided from said information provider and corresponding to said demand information.

19. The mediate apparatus according to claim 18,

10 wherein said demand information is at least one of character information, image information and voice information.

20. The mediate apparatus according to claim 18,

wherein said demand information is transmitted to said mediate apparatus together with terminal identification information.

21. The mediate apparatus according to claim 20,

15 wherein said terminal identification information is at least one of a telephone number, a mail address and an account (a user ID).

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